

Engaging Diverse Stakeholders in Planning and Transportation Initiatives

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Overview

- The Why: Why engage a diverse audience?
- The What: What are you trying to accomplish?
- The Who: Identifying diverse stakeholders.
- The How: How to engage diverse stakeholder.
- The When: When to engage diverse stakeholders



THE WHY



ILLUSTRATION: SERGE BLOCH

People Change Culture, Not Policy



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Katzenbach, Jon R., Ilona Steffen, Caroline Kronley. *Cultural Change That Sticks*. Harvard Business Review. July/Aug. 2012.
<https://hbr.org/2012/07/cultural-change-that-sticks>



Projects will reflect the interests of the people involved in the planning process.



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THE WHAT

- What should you focus on:
 - Education
 - Engaging the right people at the right times
 - Energizing people to participate



THE HOW

- Identify champions and spokespeople
 - Who should tell the story?
- Educate
 - What should people know?
- Meet people where they are and with a message they can relate to.
 - What matters to them?
 - Points of engagement
- Storytelling.
 - How do you tell the story?

Defining and Identifying Stakeholders

Good leadership changes policy, **but stakeholder support** is what makes changes stick.



How to Identify the Right Players

Stakeholders come in one of two forms:

- **Those who are openly interested** (attend public meetings, engage in online discussion, contribute to surveys)
- **Those who are impacted** (residents of proposed-work blocks and neighborhoods, goods-movement firms that build the street into their route planning efforts)

Who are the stakeholders?



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External



External – stakeholders outside the technical implementation process

- Many have personal or economic interests in a project's success



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External Stakeholders

- Health Advocates
- Walking and Biking Advocates
- All Age Advocates
- Disability Advocates
- Public Health Advocates



Examples of External Allies

- AARP and the National Association of Realtors
- Local health and transportation advocacy groups (ex. YMCA, Active Transportation Alliance, Health Impact Collaborative)
- Disability groups (i.e. Easter Seals)
- Chambers of Commerce
- Churches/faith-based organizations



Secondary Audience

- Place-based
 - Housing
 - Neighborhood associations
 - PTAs/school groups
 - Community business partnerships
 - Developers
- People-based
 - Faith-based groups
 - Senior groups
 - Community interest organizations
 - Labor unions
 - Immigrant organizations

Internal

Internal – stakeholders within the technical implementation process.

- Traffic engineers, public works, planners, consultants, public health
- Many have professional interests in the success of a project

Internal/External Allies

- These allies can help bridge the gap among different internal and external stakeholders. Many can help communicate and coordinate message and support. Others can push for underrepresented ideas.

Champions

- A champion is usually required to drive change.



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Champions & Spokespeople

- Is deliberately chosen and energized
- Is reasonable, vocal, and visible within the community
- Is well-versed in the needs of all and can communicate between “sides”

Educate

- What ideas do we want to share?
- What do people need to know?



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Messages that matters

- Engineers care about...[safety](#)
- Elected officials care about...[economic growth](#)
- Residents care about...[their commute & their kids](#)
- Developers care about...[their projects](#)
- Business owners care about...[commerce](#)
- [Everyone cares about their health](#)



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Turns out **THE ROAD**
TO **HEALTHIER**
NEIGHBORHOODS
IS LITERALLY
A BETTER ROAD.



People of all ages and abilities want to travel throughout their town safely and conveniently. Whether they walk, bike, ride a bus or train, or drive a car, people need bike lanes, sidewalks, and roads to accommodate their preferred mode of travel. However, many cities don't provide safe ways for walkers and bikers to share the road with cars and trucks.

In order to ensure a safe and healthy environment for all, community leaders and decision makers must work to adopt "complete streets"

<http://completestreets.voicesforhealthykids.org>

Meet people where they are

- Churches
- Community Centers
- Schools
- Farmer's markets
- Health clinics
- What else?



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Opportunities for Involvement

- Charrettes
- Community Benefits Agreement
- Health Impact Assessment
- Public Meetings
- Walking Audits
- Demonstration Project



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Better Blocks



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Considerations

- Limited English proficiency
- Shift schedules
- Trust
- Accessibility
- Internet access

Storytelling



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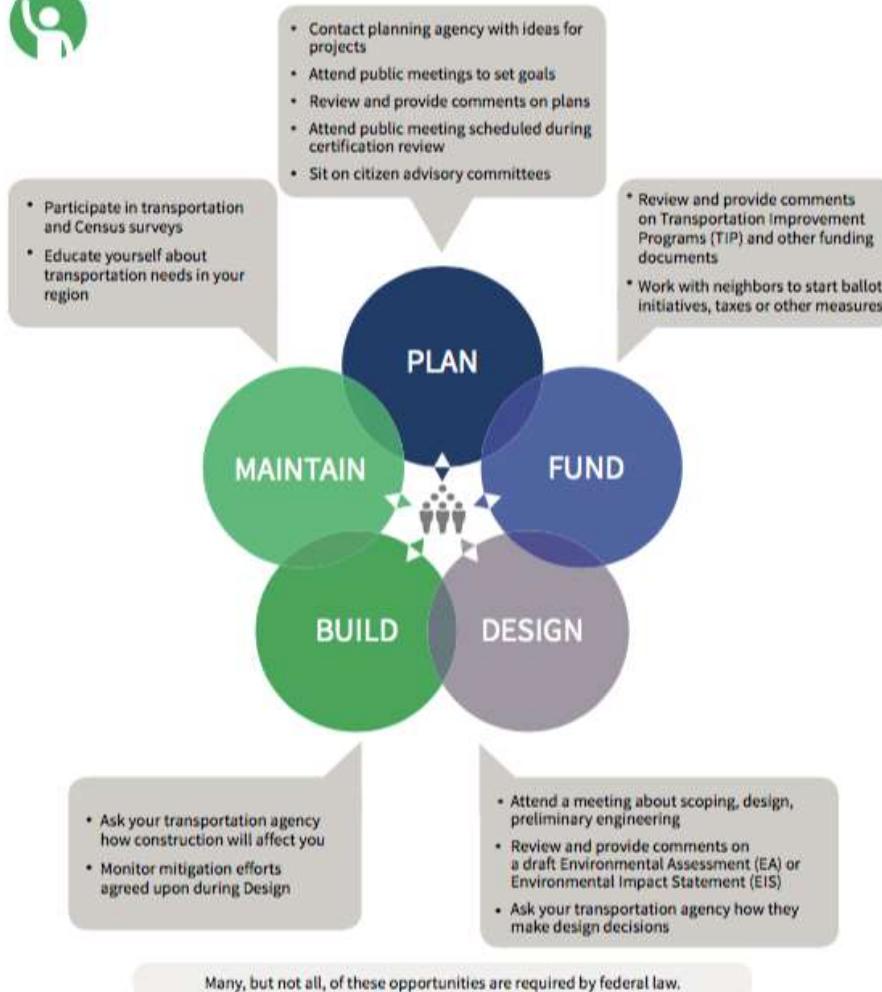


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THE WHEN

- Where advocate should focus there attention and energy
 - Processes
 - Plans
 - Projects
 - Community-based projects

Opportunities to Influence Transportation Decisions



“Every Place Country Transportation Toolkit” USDOT



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EXERCISE

- Identify three groups or people in your community that might care about health equity
- Write down what matters to them.
- Where could you find them?



QUESTIONS?



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THANK YOU!

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